

# Fighting a Treaty: Nitze, a Backer Of Arms Curbs, Is Opposing SALT

*Continued From First Page*

ratification of the new treaty. So far, Mr. Kissinger hasn't taken a public stand.

The efforts by Mr. Nitze and his committee are modest compared with anti-SALT groups such as the American Conservative Union and the American Security Council, which are mounting costly television campaigns to oppose the treaty. But the Nitze message has been broadly disseminated, partly because he deals skillfully and frequently with the press.

"He's done quite a job of getting anti-SALT facts into the hands of editorial writers and commentators," notes Thomas Halsted, a public-affairs adviser at the State Department. "Every place I go to speak or meet with an editorial board, somebody has got Nitze's documents and starts asking me questions," Mr. Halsted says. "He's perceived to have a high reputation for accuracy and patriotism, and he's generated a lot of skepticism."

SALT supporters don't question the sincerity of Mr. Nitze's strong views on defense, but they challenge his conclusions about the treaty. "His views have been absolutely consistent over the last 30 years," Mr. Kincaide notes, "but I don't think anybody would argue that the world hasn't changed since 1949."

In Mr. Nitze's view, one central fact hasn't changed—the Soviet Union seeks to dominate the world, and the U.S. must maintain military superiority to frustrate that goal. What has changed, he says, is that successive American administrations have failed to match the growth of Soviet forces. He concedes that in the past he has predicted faster improvements in Soviet weaponry than actually have occurred, but he thinks the U.S. "edge has slipped away." He believes that the U.S. should strengthen its forces by increasing defense spending as much as \$20 billion a year.

## Long Favored Controls

Part of Mr. Nitze's influence stems from his long record as an arms-control advocate. Following World War II, he led a government study of the effect of the atomic bombs that the U.S. dropped on Japan. "Since that time," he says, "I've spent a large percentage of my time worrying about the posture the U.S. should take in light of this dreadful fact, the existence of nuclear weapons."

As Deputy Secretary of Defense in the Johnson administration, Mr. Nitze, a lifelong Democrat, helped lay the groundwork for the first round of arms-control talks with the Soviets. From 1969 to 1974—during the Nixon administration—he worked on the U.S. team that helped negotiate SALT I and began work on SALT II. He resigned in protest in 1974 because he thought President Nixon was conceding too much to the Sovi-

ets in a rush to reach a treaty that would divert attention from Watergate.

Mr. Nitze believes that "both sides in SALT want a pact, but for discrepant aims." The U.S. goal "is to arrange a standoff," he says, while the Soviets want "to nail down strategic primacy so as to be in a position to direct the course of international politics."

He contends that the treaty would allow the Soviets to gain an edge in nuclear firepower. He adds that "over the past 15 years it couldn't have profited either side to attack first" with nuclear weapons because the first strike would have used more weapons than it would have destroyed, and thus left the victim with large forces for retaliation. But "by the early 1980s, that situation will have changed, in favor of the Soviets," Mr. Nitze says.

## Pentagon Data Cited

He cites Pentagon calculations that by 1982 the Soviet Union will have deployed enough highly accurate nuclear warheads to destroy most of America's land-based intercontinental ballistic missiles while retaining thousands of additional warheads with which to threaten U.S. cities and other military targets. This will put the U.S. at a strategic disadvantage that the Soviets could be tempted to exploit, he fears.

Administration officials say Mr. Nitze and other SALT critics focus too narrowly on the projected vulnerability of U.S. ICBMs, and slight the U.S. lead in nuclear weapons designed for launch from bombers or submarines. About 80% of the Pentagon's 9,550 strategic warheads are deployed on submarines and bombers. These weapons are less vulnerable although they lack the combination of high accuracy and speed that gives land-based missiles the ability to destroy quickly certain military targets.

Administration officials say the idea that the U.S. should achieve nuclear superiority is unrealistic, despite its patriotic appeal. "Modern nuclear-weapons technology is such that while equivalence is a realistic goal, superiority isn't, providing that the other side is determined to prevent it," Defense Secretary Harold Brown says. In the past 10 years, U.S. Presidents have spoken of the need to maintain strategic parity or equivalence with the Soviet Union but disclaimed the idea that the U.S. can or should maintain superior nuclear forces.

## Brown's Position

Secretary Brown, Mr. Nitze's old friend and former subordinate at the Pentagon, maintains that the U.S. deterrent against attack will remain strong during the life of the treaty. "Our capacity to make selective strikes at military and other targets, while maintaining a reserve, is large now and will grow in the future, despite ICBM vulnerability," Mr. Brown says.

The U.S. plans to make substantial im-

provements to its nuclear weapons deployed on bombers and submarines during the life of the treaty, the Defense Secretary notes; the agreement allows both the U.S. and the Soviet Union to add to their arsenals within certain limits. The 9,550 U.S. warheads compare with 4,950 for the Soviets, and the U.S. still will have a numerical advantage when the treaty expires at the end of 1985.

In addition, Mr. Brown says the U.S. plans to proceed with one of a number of options to make land-based missiles less vulnerable. But Mr. Nitze isn't reassured. "Due to 40 years of history and experience with assurances given by various executive branches," he says, "I've developed a certain amount of skepticism."

## Western Union, WUI Plan Mailgram Service To Foreign Countries

*By a WALL STREET JOURNAL Staff Reporter*

NEW YORK—Western Union Corp., the domestic telegram carrier, and WUI Inc., an international communications concern, announced an agreement to provide the first Mailgram service between the continental U.S. and other countries.

The service initially will go to seven Central and South American countries and two Asian countries. It will be similar to the domestic service provided by Western Union's telegraph subsidiary and the U.S. Post Office, but won't include Alaska and Hawaii.

Western Union and WUI, parent of Western Union International Inc., were separated in 1963 and operate independently of each other.

The first countries to be provided with the service, upon approval by the Federal Communications Commission, are expected to be Argentina, Chile, Ecuador, Guatemala, the Netherlands Antilles, the Philippines, and Taiwan.

WUI said it filed an application with the FCC for a service under which it would accept Mailgram messages by toll-free telephone and teleprinter in New York, Washington, San Francisco, Miami, Fla., and New Orleans. Customers in other cities could reach the WUI service by prepaid telephone and teleprinter calls. Western Union would accept messages and forward them to WUI for transmission overseas.

Incoming Mailgrams would be received by WUI and routed through Western Union's computer center to U.S. post offices for delivery by mail the next day.

Under WUI's proposed rates, a message submitted to it by phone would cost about \$5.25 for the first 50 words. A message submitted by teleprinter would cost \$4 for the first minute of transmission and \$2.50 for each additional minute. WUI said that a 50-word, international telegram to Latin America costs more than \$17.

# Executive health

the report that briefs you on what to watch

©WORLD COPYRIGHT RESERVED 1979 BY EXECUTIVE HEALTH PUBLICATIONS

Volume VI, Number 4 • Pickfair Building, Rancho Santa Fe, California 92067 • Area 714:756-2600

you sit at a desk all day...

## How to avoid a POT-BELLY and DOUBLE-CHIN (or get rid of them for good!)

*"It's this damned belly that gives a man his worst troubles..."*

—Homer, *The Odyssey*, XV, 344 (W. H. D. Rouse translation)

If you have to sit at a desk most of your working life, sooner or later you will get a *pot-belly* (usually sooner) unless you take special care of your *abdominal* muscles.

Even if you are the lean "string-bean" type, you can get that "pot." You don't have to be fat... just *flabby-muscled*! And, if you are overweight, dieting (by itself) will not help. *You have to take special exercises to protect your abdominal muscles...* and that old idea of touching your toes ten times every morning *won't* correct or prevent that "pot." If anything, this routine *may magnify* it... not end it.

What you need (if 6 weeks from now you would like to have a hard flat stomach) are 2 very special exercises... one each of two different types... *isometric* and *isotonic*.

The first of these 2 special exercises is based on a relatively new concept... the *isometric* principle. This is a form of *static* exercise in which you pit your own muscles against each other (or an immovable object) with one brief *maximum* effort of a *few seconds* each time.

### How a frog's leg started it all

Back in the 1920's, scientists (during some experiments) tied down one leg of a frog to see how soon it would grow weak from lack of exercise. To their astonishment, the frog over a period of several weeks, from straining at the bonds of his immobilized leg, developed it to a point where it was stronger than the free one.

Out of this discovery has grown the *isometric* technique of *static* exercise... (for which, incidentally, claims have been made that have not been heard since the days of snake oil).

However, this isometric technique, used for certain specific purposes, does a highly effective job... and one of these is to help you have a hard flat stomach. But it is *only* one of the 2 special exercises that you need. The other is an *isotonic* exercise called the "V-sit."

The difference between these two types of exercise is something you should know.

*Isotonic* (from the Greek) means exercises of *actual* movement. These are the kinds that give you *endurance*.

### EDITORIAL BOARD

Hans Krebs, M.D., F.R.C.P. (England), Nobel Laureate in Physiology and Medicine. Emeritus Professor of Biochemistry, Oxford University. Metabolic Research Laboratory, Nuffield Department of Clinical Medicine, Radcliffe Infirmary, Oxford, England.

Edward L. Bohannon, M.D., F.A.C.P., Lieutenant-General, United States Air Force (Ret.); Medical Director, The Institute for Aerobics Research, Dallas, Texas.

Dr. F. Toole, M.D., F.A.C.P., The Walter C. Teagle Professor of Neurology, Bowman Gray School of Medicine, Wake Forest University, Winston-Salem, North Carolina.

Albert Szent-Gyorgyi, M.D., Ph.D., Nobel Laureate for Physiology and Medicine, Scientific Director, The National Foundation for Cancer Research, Woods Hole, Massachusetts.

John K. Lattimer, M.D., Sc.D., F.A.C.S., Professor and Chairman, Department of Urology, College of Physicians and Surgeons, Columbia University; Director, Squier Urological Clinic and Director, Urological Service, Presbyterian Hospital, New York.

John Stirling Meyer, M.D., Professor Department of Neurology, Baylor College of Medicine; Director, Baylor

Linus Pauling, Ph.D., Nobel Laureate in Chemistry and in Peace; Emeritus Professor of Chemistry, Stanford University, Stanford, California. Research Professor, Linus Pauling Institute of Science and Medicine, Menlo Park, California.

Mark D. Altschule, M.D., Visiting Professor of Medicine, Harvard Medical School; Lecturer in Medicine, Yale University; Staff Consultant, Boston City Hospital; Attending Physician, Boston Veterans Administration Hospital, Boston, Massachusetts.

Alton Ochsner, M.D., Senior Consultant



# San Francisco Chronicle

The Largest Daily Circulation in Northern California

TUESDAY, NOVEMBER 22, 1983

## The Filmmaker Who Made JFK's TV Ads

\*\*\*\*\*

**A** treasure chest of anecdotes about President Kennedy and his associates seems to be one of the joys of having known and worked with him. Some of the stories, retold, end up being the "you hadda be there . . ." variety, but others say a lot about the vibrancy and good humor that characterized the administration and the man.

Ralph G. Martin wrote an almost 600-page book, "A Hero for Our Time," stirring together anecdotes told by his people who knew Kennedy. (The book, a best-seller, was excerpted on three pages last week.)

Bernard Chertin, an independent filmmaker who knew and worked with Kennedy, dropped by The Chronicle the other day at the urging of friends to whom he had relayed some of his own experiences of that time.

When Chertin, who recently moved to San Francisco, talks about the late president, his eyes light up and he seems as delighted with the memories — now more than 20 years old — as if they had occurred just yesterday.

Chertin first met Kennedy when he was hired to produce television spots for the 1960 presidential campaign. With their "product," there were a number of problems to be overcome, he remembers, chief among them that Kennedy was "too good-looking, too rich, too articulate and, of course, Catholic."

However, people seemed to relax in Kennedy's presence; it was easy for them to talk with him. The task would be to portray the then-senator relating to "real

people" in everyday situations — in a coal-miner's living room in Pennsylvania, on a Nebraska farmer's porch, with a black family in Harlem.

Chertin recalls the logistics of filming the spot that portrayed Kennedy's visit to the apartment of a Manhattan couple. First, there was the problem of finding a non-Irish (and, thus, non-Catholic) family. Supporters recommended to Chertin kept turning up Irish, often complete with brogue and, he says, wanting to sip a little whiskey as they offered advice.

That night, with filming to be done in the morning, Chertin found himself tipsy and empty-handed. Walking home, he looked the doorman of a huge apartment house if he happened to know anyone who was for Kennedy and wasn't Irish. The doorman came up with the Sills family, and at 1 in the morning, Chertin was on their doorstep making — across a chain-locked door — if they'd like to make a spot with the "next president of the U.S., John Kennedy."

"Fred," Chertin says he heard Mrs. Sills tell her husband, "I think there's a nut out here."

He eventually convinced them otherwise, was invited inside and after seeing the apartment, "which was perfect," asked if he could call his boss. When he started his telephone conversation with "Jack, come on over here and take a look," Chertin says the Sills began leaping around the room straightening furniture and excitedly shouting at each other. "I had to tell them I was talking to



Chertin (far right) with Kennedy and Pennsylvania steelworkers in 1960

Jack De Nove, not Jack Kennedy," he said.

The next day, by the time Jack Kennedy did show up at the Sillses, "they had phoned all their friends and relatives in Yonkers, Long Island, Mount Vernon," and the lobby, halls and elevators were jammed with people.

"We had to call the fire department to get the place cleared out before we could start. All I could think about was there goes 400 votes."

Once in the apartment, there was the

problem of Mrs. Sills' dress: "She had the longest legs and the shortest miniskirt I'd ever seen," Chertin says. "When she sat down everyone was looking up her dress — especially Jack. I called her aside, and she said, 'But, it's the longest dress I've got.'"

So, Chertin says, "We put a little coffee table in front of her and I took Kennedy aside and said, 'Remember, when you look down, the camera has to look down, so could you manage to keep your eyes

# JFK: *Tears and smiles*

From Page 22

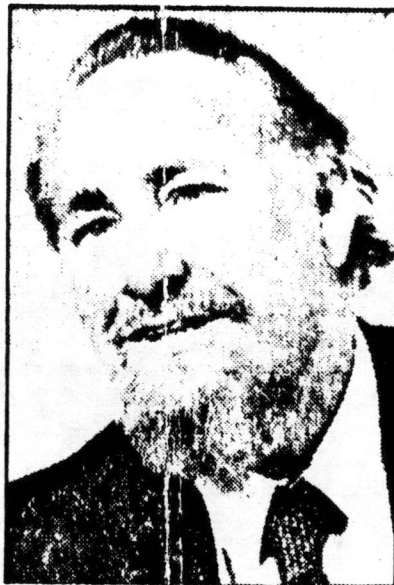
up?" The spot, Cherin laughs at the recollection, featured Kennedy with his eyes "practically on the ceiling."

The spots were filmed using the documentary approach, Cherin says, so they could be placed near news time and look like part of the news broadcast.

Kennedy, he says, was the first president to use television films and the "scientific/PR/demographically oriented approach to promoting his campaign."

The president "had a curiosity about the communication systems approach to everything." After Kennedy's election, Cherin went to work for him in the White House in what would become in later administrations the job of director of communications.

The idea, he says, was to be filming a "constant campaign,"



Filmmaker Bernard Cherin

stockpiling footage for the 1964 election — there had been nothing prior to 1960 — as well as "developing public support through the media

for issues Kennedy advocated: civil defense, trade expansion, etc." The president, he says, had a "strong interest in engineering social consent."

On the day Kennedy was shot, Cherin was in his office in the Executive Office Building, one of the few offices with a television.

Shortly after the assassination, Cherin ended his work for the New Frontier by producing a film by that name for the British Broadcasting Co. Five New Frontiersmen, including Cherin, were filmed talking about Kennedy, and Cherin chuckles at his recollection of Daniel Patrick Moynihan (now U.S. senator from New York).

"He is a professional Irishman and gave a magnificent, off-the-cuff soliloquy, after which we were all crying." Immediately after the BBC filming, CBS arrived and, "Moynihan said exactly the same things in the same spontaneous manner, and their crew all went out crying.

"I said, 'Pat, how could you?' and he said, 'when you've got a good thing, why change it?'"

BLAKE GREEN



# JFK: Tears and smiles

From Page 22

up? "The spot, Cherin laughs at the recollection, featured Kennedy with his eyes "practically on the ceiling."

The spots were filmed using the documentary approach, Cherin says, so they could be placed near news time and look like part of the news broadcast.

Kennedy, he says, was the first president to use television films and the "scientific/PR/demographical-ly oriented approach to promoting his campaign."

The president "had a curiosity about the communication systems approach to everything." After Kennedy's election, Cherin went to work for him in the White House in what would become in later administration the job of director of communications.

The idea, he says, was to be filming a "constant campaign."



Filmmaker Bernard Cherin

stockpiling footage for the 1964 election — there had been nothing prior to 1960 — as well as "developing public support through the media

for issues Kennedy advocated: civil defense, trade expansion, etc." The president, he says, had a "strong interest in engineering social con-

On the day Kennedy was shot, Cherin was in his office in the Executive Office Building, one of the few offices with a television.

Shortly after the assassination, Cherin ended his work for the New Frontier by producing a film by that name for the British Broadcasting Co. Five New Frontiersmen, including Cherin, were filmed talking about Kennedy, and Cherin chuckles at his recollection of Daniel Patrick Moynihan (now U.S. senator from New York).

"He is a professional Irishman and gave a magnificent, off-the-cuff soliloquy, after which we were all crying." Immediately after the BBC filming, CBS arrived and, "Moynihan said exactly the same things in the same spontaneous manner, and their crew all went out crying."

"I said, 'Pat, how could you?' and he said, 'when you've got a good thing, why change it?'"

BLAKE GREEN

# San Francisco Chronicle

The Largest Daily Circulation in Northern California

\*\*\*\*\*

TUESDAY, NOVEMBER 22, 1983

## The Filmmaker Who Made JFK's TV Ads

**A** treasure chest of anecdotes about President Kennedy and his associates seems to be one of the joys of having known and worked with him. Some of the stories, retold, end up being the "you hadda be there ..." variety, but others say a lot about the vibrancy and good humor that characterized the administration and the man.

Ralph G. Martin wrote an almost 600-page book, "A Hero for Our Time," stringing together anecdotes told by the people who knew Kennedy. (The book, a best-seller, was excerpted on these pages last week.)

Bernard Cherin, an independent filmmaker who knew and worked with Kennedy, dropped by The Chronicle the other day at the urging of friends to whom he had relayed some of his own experiences of that time.

When Cherin, who recently moved to San Francisco, talks about the late president, his eyes light up and he seems as delighted with the memories — now more than 20 years old — as if they had occurred just yesterday.

Cherin first met Kennedy when he was hired to produce television spots for the 1960 presidential campaign. With their "product," there were a number of problems to be overcome, he remembers, chief among them that Kennedy was "too good-looking, too rich, too articulate and, of course, Catholic."

However, people seemed to relax in Kennedy's presence; it was easy for them to talk with him. The task would be to portray the then-senator relating to "real

people" in everyday situations — in a coal-miner's living room in Pennsylvania, on a Nebraska farmer's porch, with a black family in Harlem.

Cherin recalls the logistics of filming the spot that portrayed Kennedy's visit to the apartment of a Manhattan couple. First, there was the problem of finding a non-Irish (and, thus, non-Catholic) family. Supporters recommended to Cherin kept turning up Irish, often complete with brogue and, he says, wanting to sip a little whiskey as they offered advice.

That night, with filming to be done in the morning, Cherin found himself tipsy and empty-handed. Walking home, he asked the doorman of a huge apartment house if he happened to know anyone who was for Kennedy and wasn't Irish. The doorman came up with the Sills family, and at 1 in the morning, Cherin was on their doorstep asking — across a chain-locked door — if they'd like to make a spot with the "next president of the U.S., John Kennedy."

"Fred," Cherin says he heard Mrs. Sills tell her husband, "I think there's a nut out here."

He eventually convinced them otherwise, was invited inside and after seeing the apartment, "which was perfect," asked if he could call his boss. When he started his telephone conversation with "Jack, come on over here and take a look," Cherin says the Sillses began leaping around the room straightening furniture and excitedly shouting at each other.

"I had to tell them I was talking to



Cherin (far right) with Kennedy and Pennsylvania steelworkers in 1960

Jack De Nove, not Jack Kennedy," he said.

The next day, by the time Jack Kennedy did show up at the Sillses, "they had phoned all their friends and relatives in Yonkers, Long Island, Mount Vernon," and the lobby, halls and elevators were jammed with people.

"We had to call the fire department to get the place cleared out before we could start. All I could think about was 'there goes 400 votes.'"

Once in the apartment, there was the

problem of Mrs. Sills' dress: "She had the longest legs and the shortest miniskirt I'd ever seen," Cherin says. "When she sat down everyone was looking up her dress — especially Jack. I called her aside, and she said, 'But, it's the longest dress I've got.'"

So, Cherin says, "We put a little coffee table in front of her and I took Kennedy aside and said, 'Remember, when you look down, the camera has to look down, so could you manage to keep your eyes

See Page 23, Col. 1 (OVER)